



E-Cigarettes 60 Second PSA

It's a rapidly emerging trend and is especially popular with youth and young adults. The Centers for Disease Control and Prevention says that e-cigarettes are now the most commonly used form of tobacco among youth in the United States because they believe that they are less harmful than other tobacco products.

The sometimes sweet smelling vapor smoke can seem appealing but it contains harmful ingredients, including nicotine. Nicotine exposure during adolescence can cause addiction and hinder brain development. The aerosol from e-cigarettes also contains harmful chemicals, ultrafine particles that can be inhaled deep into the lungs and other heavy metals. Flavoring such as diacetyl has been linked to lung disease. The battery packs have also been known to start fires and explode, causing serious injury.

Because this product is so new scientist don't yet know the long term health effects of using these products. It's important that parents and guardians discourage the use of e-cigarettes by their kids and talk to them about the risk.

**For more information, contact: Ashley Tiedt
Ashley.Tiedt@adph.state.al.us / 334-206-2080**